

HOUSING4ALL

Campaign Toolkit



UN HABITAT
FOR A BETTER URBAN FUTURE

HOUSING4ALL



Five weeks to raise awareness
and commit to housing for all

HOUSING4ALL

This campaign toolkit is designed for the **HOUSING4ALL** partners to ensure consistency of branding and message.

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HOUSING4ALL

Campaign Goals

- **Show-case and advocate on key actions to promote housing for all.**
- **Promote alliances and initiatives that will help increase housing for all in order to improve future resilience of cities and communities.**



5 WEEKS for Housing4All

Five weeks to raise awareness and commit to housing for all

SUSTAINABLE DEVELOPMENT GOALS



Health

Dignity

Safety

Inclusion

Well-being

Adequate housing =

A first line of defence against health risks

An essential condition to live in dignity

Protection against essential safety and climate risks

Stability to ensure social and economic inclusion

The basis for well-being in order to live, work and learn

Discuss the importance of adequate housing to face the COVID-19 crisis

Reflect on the plight of homelessness during the World Homelessness Day

Explore the links between housing and safety in the '40 Days Safer Cities Challenge' run by UN-Habitat

Discuss the role of housing to 'Valuing our Communities and Cities', the theme of the World Cities Day

Discuss the importance of housing to well-being as a contribution to development

Five weeks to raise awareness and commit to housing for all

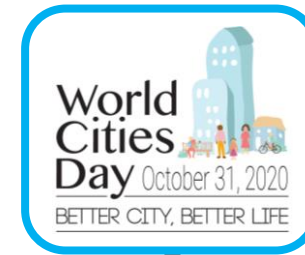
SUSTAINABLE DEVELOPMENT GOALS



CAMPAIGN LAUNCH



World Homelessness Day



5 Oct

10 Oct

31 Oct

6 Nov



URBAN OCTOBER

UN HABITAT
FOR A BETTER URBAN FUTURE

5 WEEKS for Housing4All

Health

Dignity

Safety

Inclusion

Well-being

HOUSING4ALL

Urban October



MAKE USE OF URBAN OCTOBER DURING THE CAMPAIGN

Urban October is an opportunity to raise awareness on challenges and opportunities in urbanization.

You can share your events and activities throughout the month of October to raise awareness and inspire others to join the collective movement for safer cities.

[Learn more](#)

Tag lines

The following tag lines
may be used by the
partners of the
Housing4All Campaign



Housing is not just a roof.

Housing is a human right.

**Housing is the building block of people's
health, dignity, safety, well-being and
inclusion.**

**Ensuring housing rights is a shared
responsibility of all stakeholders.**

Key messages

The following key messages may be used by the partners of the Housing4All Campaign



- **Health:** Adequate housing is a first line of defence against a number of health risks. It helps reduce the spread of diseases and enables people to follow sanitary protocols. The quality of housing also has major implications for respiratory and cardiovascular diseases, injuries and mental health.
- **Dignity:** Having an adequate house is an essential condition for living in dignity. Accessibility of housing is key particularly, for people with disabilities, older persons or people with other cultural, social or health related needs.
- **Well-being:** Adequate housing provides the basis for belonging and the well-being of people enabling them to grow, engage, live, work and learn together.
- **Safety:** An adequate physical shelter protects people against multiple safety risks. With the increase of extreme weather events, housing for all contributes to building the resilience of communities and cities to climate change.
- **Inclusion:** The stability of a safe home is essential to ensure social and economic inclusion as part of a neighbourhood and community and to access jobs and livelihoods.

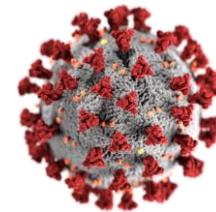
Key messages

The following key messages may be used by the partners of the Housing4All Campaign



COVID-19

- **A safe and secure home is the first line of defense in the pandemic.**
- **The COVID-19 crisis has become a unique global momentum to demonstrate that it is possible to provide housing for all building on cooperation, collaboration and coordination between all actors.**



Key data

The following key data may be used by the partners of the Housing4All Campaign in their communication on the campaign.



- **1.8 billion people worldwide live in inadequate housing, overcrowding, homelessness and housing precarity (UN-Habitat)**
- **3 billion people lack basic handwashing facilities (UNICEF-WHO)**
- **55% of the world's population – about 4 billion people – do not benefit from any form of social protection (ILO)**
- **Every year 2 million people around the world are forcibly evicted, and many more threatened with eviction. This means millions of people regularly uprooted from their homes, their networks and often without receiving the supports needed for them to rebuild their lives. (UN-Habitat)**
- **Around 80% of cities worldwide do not have affordable housing options for half of their population (Lincoln Institute of Land Policy, UN-Habitat, and New York University - Atlas of Urban Expansion)**

HOUSING4ALL

Social Medias

#Housing4all

#TakeAction4Cities

#GetYourHousingRight

#NotJustARoof

#HousingAtTheCentre



TEMPLATE

Promoting your
solution towards
Housing4All



Promote your solutions on social media and LINK to an impact story:



TEMPLATE

Impact Story

Partners of the Housing4All Campaign will promote their impact stories, incorporating the following elements:



To make your story both informative and lively:

- Explain the **challenges** that are being addressed
- Describe the initiative in **simple words** – avoid technical words, jargon and acronyms
- Includes some **details** and **key data** about the specific **results** of the initiative
- Focus on the **impacts** and the **positive** results
- Include **quotes** from partners and beneficiaries of the initiative
- Don't forget to **acknowledge** the key players of the initiative and the donors

Promote housing for all using quotes by an influencer on social media

TEMPLATE

QUOTE ON
SOCIAL MEDIA



YOUR
LOGO



**‘IN MY CITY WE HAVE ENGAGED ALL
COMMUNITIES TO REDEFINE HOUSING NEEDS
AND BETTER INCLUDE EVERYONE EVERYWHERE’**

MAYOR OF TOWNVILLE, UY



HOUSING4ALL

Logo and
Banner



PROMOTE YOUR COMMITMENT DURING THE
CAMPAIGN BY

USING THE CAMPAIGN LOGO:



PROMOTE YOUR COMMITMENT DURING THE CAMPAIGN BY

- USING THE CAMPAIGN BANNER:

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www.unhabitat.org/Housing4All



1 Health
2 Dignity
3 Safety
4 Inclusion
5 Wellbeing



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